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CONTENTS

CERAMIC AND GLASS INDUSTRY ..... Page 1
PRODUCTION OF DEHYDRATED CASTOR OIL 5
BRAZILIAN SASSAFRAS OIL AND SWEET ORANGE OIL 6
BRAZILIAN IMPORTS FOR THE FIRST SIX MONTHS OF 1944 6
BRAZIL TO BUY RAILWAY MATERIAL AND LOCOMOTIVES IN THE UNITED STATES 6
WOOD PULP MILLS IN SOUTHERN BRAZIL 6
MEETING OF PROFESSORS OF PORTUGUESE 7
TRADE OPPORTUNITIES 8

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CERAMIC AND GLASS INDUSTRY

The growth of the ceramic industry, specifically as measured in terms of increased production of bricks, tiles, sanitary fixtures and pipes has been an inseparable accompaniment of the great building boom that has characterized the development of Brazil during the past ten years.

BRICKS

The common homely building brick that is produced all over the country by modern and ancient brick-yards alike, is easily the most important product of the ceramic industry. Modern plants turn out more than 5,000 first-quality machine-pressed bricks a day. And included in this production are common wall bricks, floor bricks, ceiling bricks, curved bricks and special bricks for staircases, curbs, window sills, doorsteps, pillars, columns, and wall coverings.

Fire bricks used in the construction of fire walls, smokestacks brick kilns, fireplaces and for other low temperature work, have been produced haphazardly for about ten years, but now they are being manufactured in increasing quantities.

The manufacture of refractory bricks, on the other hand, is making slower progress. Demand is small, and manufacturing technique is complicated and difficult. However, demand has increased considerably, as the metallurgical industry has been working day and night to replace many ferrous and non-ferrous metallic products formerly imported. Refractory bricks, as a consequence, were suddenly forced upon the local industry, and output is increasing in both quality and quantity. One factory which is perhaps the best equipped technically to manufacture first-quality refractory bricks awaits only the cessation of hostilities to acquire machinery and equipment for this purpose. A greater demand should be forthcoming after Volta Redonda, and other new enterprises get into operation.

There are about a thousand small brick-yards in the State of São Paulo alone. Moreover, twelve modern brick-yards in the São Paulo city area produce about 22 million building bricks annually, and bricks appeared on the list of Brazilian exports for the first time in 1942, although admittedly the quantity was comparatively small. It is evident therefore, that brick production is already a large basic industry, and is destined, no doubt, to expand rapidly after the war.

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T I L E S

Brazil is one of the world's great tile producing nations. Practically all kinds of tiles are produced by the ceramic industry - common tiles, roofing tiles, floor tiles, bathroom tiles, glazed tiles, wall tiles, mosaic tiles, painted tiles, and finally, the diatomite tile of the North. Production of the diatomite tile, is only a small portion of the total output of all types of tiles, and is reported authoritatively to exceed 100,000 tons annually.

The production of tiles used in the construction of buildings and dwellings throughout the entire nation ranks as the second most important of the ceramic industry. Millions of square meters of tiles worth hundreds of millions of cruzeiros are produced annually. The city of São Paulo contains thirteen tile factories, and the State is the principal producer of structural tiles, while the Federal District is reported to have a veritable monopoly of the decorative mosaic and glazed tiles.

SANITARY FIXTURES

Brazil made an abortive attempt at national manufacture during World War I, but returned to importing when hostilities ceased. Germany England and the United States were the principal suppliers from 1919 to 1929. During the inactive years of the great depression, demand fell off, and there was little or no necessity for sanitary wares of any origin. As business revived, however, Brazil again began to manufacture, and this time successfully; for by 1937 the national industry, with an output of 210,000 units for the year, had finally secured a firm foothold. By 1939, output had increased remarkably to 2,740,000 units, and now the São Paulo city area alone has six large factories producing sanitary wares.

Production has since increased several-fold as the sensational building boom, that only hit its full stride in 1937 and supplied the purpose and the drive for the sanitary equipment manufacturers, did not reach its apex until the end of 1941. During the last two years, building activities have slackened from the record-breaking year of 1941, but this is recognized as a temporary lull, that is expected to be broken just as soon as hostilities end.

Transportation facilities should then return to normalcy and imported material for the building trades will again be available. Meanwhile, the kitchens and bathrooms in the vast majority of new buildings being occupied nowadays, are completely equipped with sanitary fixtures - either of a metallic or of a ceramic base - that are products of national industries.

VITREOUS ENAMELLED PRODUCTS

The manufacture of vitreous enamelled products, which today is a large important industry, has made remarkable progress during the last decade. Now it is not only well established, but all materials except steel sheets, and some of the coloring oxides, have been developed to such an extent that the industry is practically self-sufficient. Frit, one of the last materials to be manufactured nationally, is being produced at the rate of almost 200 tons a month. São Paulo is the source for frit, and one plant just outside the city is reported to be making about 80% of the industry's requirements.

All frit, however, is not used on ceramic bases. In normal times vitreous wares are produced approximately as follows: 30% on steel bases, 40% on cast iron and 30% on ceramic bases.

PORCELAIN

Technically, the least developed branch of the national ceramic industry is porcelain. This is understandable, to be sure, since Brazil, like other rapidly growing young nations, has had to concentrate its resources on the production of the more basic or constructional ceramics. Hence, porcelain products, which are the ultimate in ceramic technique and artistry, have of necessity been neglected. In fact, it took millenniums for the Chinese to perfect their porcelain art, and though many nations - most of them thousands of years older than Brazil - have tried for centuries to imitate the Chinese, no race in the history of mankind has been able to duplicate the fine translucent porcelain of the ancient Asiatic country. There are only two factories in the São Paulo district making porcelain wares.

In spite of the absence of high-quality chinaware, however, dishes and plates for the table and the kitchen are now being made by the ceramic industry in ever-increasing quantities.

Production of granite ware and crockery has increased steadily and from an output of only about 2,000 tons fifteen years ago, the industry is now making more than 20,000 tons. Current production, therefore, of dishes, plates, coffee and tea cups, saucers, bowls, complete dinner services, filters, jugs, and table ornaments, is worth annually more than 100 million cruzeiros to the national ceramic industry. And in addition, there is a large manufacture of vitreous ware for hotels and restaurants.

PIPES AND OTHER CERAMIC PRODUCTS

Another important branch of the ceramic industry, one which is perhaps not as conspicuous as some of the others, but nevertheless every bit as important, is the manufacture of pipes and tubings of many sizes and dimensions. These include an impressive list of products from small drain pipes and tubes to large sewer and irrigation pipes.

The State of São Paulo is said to account for about 60% of the nation's output; Minas Gerais is second with 20%; and the State of Rio de Janeiro is credited with 11%. Official statistics are lacking, but it it estimated that the industry is turning out about nine million pieces of pipe and tubing annually.

Water vessels, jars, pots, and jugs are made all over the country, and are used by the millions. And finally, there are many electric insulators produced by the industry. A few years ago, the technique and the manufacturing processes were studied and learned, and today the ceramic industry includes many electric insulators among its ever-increasing variety of products.

G L A S S

Objects of glass were made by the Egyptians as far back as the fourth century B.C., and ever since have played a singular rôle in the esthetic and utilitarian enjoyment of all races. Glass manufacturing requires a highly skilled technique, and the operation of a modern factory is complicated and exacting. Yet, many of the fundamentals have changed little - basic raw materials (silica and soda ash), mixing of materials, fusing of materials, coloring and ingredients, cullet, application of air- are all at most only modifications of the ancient technique. But huge tank furnaces, heavy hydraulic presses, blowing machines, long annealing ovens; multiple moulding machines, and a host of other labor-saving and speed-up devices, all housed within giant factories, are indeed thousands of years beyond the horizon of the ancient glass workers.

In Brazil too, glass manufacturing is an old, well established and rapidly expanding industry. A few years ago, glass products were principally confined to the production of bottles and household glassware, and only a few thousand workers were engaged by the industry. It was reported in 1943, however, that employment had increased to 10,000 and since then a few new factories have been opened, so that it can be stated conservatively that about 12,000 are now engaged in the Brazilian glass industry.

The expansion of this industry during the past five years has been marked not only by a much larger output of the old stable household products, but rather more importantly by an impressive increase of products for industrial use. Prominent among the greatly increased output of industrial glass products have been bottles and jars for the foodstuff industry, bulbs for the electrical industry, and sheet glass for the building industry. Then also there has been an important increase in the quantity of cathedral and figured rolled glass, which is the principal product of a large factory near Santos. Mirror making, another important branch of the industry, has also steadily increased although most of the glass must be imported and only the bevelling and finishing are done here.

The Federal District and the States of Rio de Janeiro, Rio Grande do Sul and São Paulo are the nation's important glass centers. In addition to glass manufacturers, however, there are also numerous concerns which cut crystal pieces and make other articles from glass bought from the large manufacturers. If we combine such establishments with the manufacturers of glass, then the State of São Paulo alone has well over one hundred companies engaged in producing glass articles.

MOULDED PRODUCTS

Moulded products - blown and pressed - comprise the main output of the glass industry, and bottles and bulbs are the chief articles. The industry makes other moulded and pressed products in large quantities such as dishes, jars, plates, ash trays, insulators, glasses, reflectors and thick tumblers. Glass tiles are also pressed in considerable quantities.

The outstanding bottle manufacturing company is located in the city of São Paulo, and is currently turning out one hundred million bottles and flasks a year. Breaking the annual production output of one hundred million units into a monthly schedule means that the works must turn out more than eight million bottles a month, or carrying it a step further, it means over 300,000 bottles a day. Needless to say, a plant with such capacity must be among the largest and most modern industrial establishments in the country.

A factory of American origin in the Federal District produces the bulk of the nation's electric bulbs. This is another huge plant and has a capacity of over 45 million bulbs annually. It is easily the largest of its kind in the country, as the second most important bulb factory has a capacity of only 2,500,000 units per annum.

SHEET GLASS

Two large new factories - one in Niteroi and the other in São Paulo - have got under way, and it is expected shortly that with the addition of these two new plants, Brazil will be self-sufficient in this important industrial glass. The two new factories are reported to have a combined annual potential of over 20,000 tons which is in excess of Brazil's actual consumption today.

PLATE GLASS

There is no plate glass manufactured in Brazil, although this industrial product is included in the postwar production plans of at least one large factory. For countless purposes sheet glass is used in this country as a substitute for plate glass. In 1940, imports amounted to less than 150 tons compared with almost 9,000 tons of sheet glass. Nevertheless, a good quality plate glass properly priced should enjoy a wide market in Brazil, and will, no doubt, be eventually included among the manufacturing activities of the industry.

IMPORTS AND EXPORTS

Although pre-war imports and exports have little bearing on what may be expected to take place in the glass industry after the war, these statistics for 1940 show the importance of window glass to this export-import trade.

	I M P O R T S	
	Kilos	Cruzeiros
Window glass	8,966,531	15,122,000
Plate glass	144,250	996,000
Glass ampoules for laboratories.	29,192	1,310,000
Lamp bulbs	50,592	383,000
Bottles, flasks, etc	129,809	1,075,000
Articles of adornment	19,102	638,000
Glassware (tableware)	60,671	1,334,000
Glass tubes	80,916	1,419,000
Total	9,481,063	22,277,000

	E X P O R T S	
	Kilos	Cruzeiros
Rolled glass, not specified	36,496	74,000
Glass ampoules for laboratories.	54,250	1,109,000
Glass bulbs for electric lamps.	143,355	1,156,000
Manufactures not specified	17,522	153,000
Total	251,623	2,492,000

Brazil, with the exception of soda ash and coloring oxides, is abundantly supplied with all raw materials required for glass manufacturing. New plants of the chemical industry should soon fill the soda ash void, and coloring oxides have never been a serious problem. Building activities, both private and public, are expected to be among the leaders of Brazil's accelerated industrial growth after the war.

PRODUCTION OF DEHYDRATED CASTOR OIL

The production of dehydrated castor oil is being carried out in Brazil, in its initial phase, with satisfactory results and this new use of the castor seed offers great prospects. The following concerns are currently producing dehydrated castor oil:

Companhia Carioca Industrial - Rio de Janeiro
Estabelecimento Sapq - São Paulo
Industrias Reunidas F. Matarazzo - São Paulo
Companhia Rhodia - São Paulo
Brasil Oiticica S.A. - Fortaleza, Ceará

The oil is being successfully employed, plain or combined with linseed oil, in the manufacture of paints and varnishes. The possibilities now envisaged for the dehydrated castor oil are stimulated by the relatively low cost of the oil.

BRAZILIAN SASSAFRAS OIL AND SWEET ORANGE OIL

Dr. Ernest Guenther, Chief Research Chemist for Fritzsche Brothers, Inc., New York, N.Y., returned from Brazil the latter part of 1944, after having spent several months there doing extensive research work on Brazilian essential and vegetable oils.

Dr. Guenther visited the chief producing regions, studied the quality of the oils, physico-chemical properties, by-products, manufacturing methods, production, etc., and has prepared some interesting and valuable reports on this industry.

The November 1944, issue of "Drug and Cosmetic Industry" published Dr. Guenther's report on Brazilian Sassafras Oil, and the November, 1944 issue of "Food Industries" published his report on Brazilian Sweet Orange Oil.

Reprints of these reports may be obtained by writing to:

Fritzsche Brothers, Inc.
76 9th Avenue,
New York, N.Y.

BRAZILIAN IMPORTS FOR THE FIRST SIX MONTHS OF 1944

During the first semester of 1944 Brazil imported 1,829,000 tons of merchandise valued at Cr$3,561,000,000 against 1,453,000 tons and Cr$2,404,000,000 during the same period of 1943. The first acquisitions made by Brazil included manufactured products valued at Cr$1,740,000,000 followed by raw materials valued at Cr$1,078,000,000 and foodstuffs valued at Cr$734,000,000. During the same semester of 1943 such importations reached respectively to Cr$1,146,000,000, Cr$882,000,000 and Cr$430,000,000.

BRAZIL TO BUY RAILWAY MATERIAL AND LOCOMOTIVES IN THE UNITED STATES

The Government of Brazil has opened a credit of 391 million Cruzeiros ($19,550,000.00) for the purchase of railway material and locomotives in the United States. Of this sum, 145 million cruzeiros ($7,250,000.00) is to be used for equipment and material necessary for assembling 2900 one meter gauge cars in Brazil.

40 Locomotives are to be type 4-8-4 and 10 locomotives are to be type 2-6-6-2.

WOOD PULP MILLS IN SOUTHERN BRAZIL

STATE	IN OPERATION		NOW BEING BUILT	
	No. of Mills	Production per month (kilos)	No. of mills	Capacity per month (kilos)
São Paulo	11	1,419,900	-	-
Paraná	17	524,000	34	1,038,360
Santa Catarina	105	2,968,230	75	1,710,840
Rio Grande do Sul	34	788,700	-	-
Totals	167	5,700,830	109	2,749,200

MEETING OF PROFESSORS OF PORTUGUESE

Under the chairmanship of Dr. William Berrien, for many years with the Rockefeller Foundation, but now Professor of Portuguese at Harvard University, the Portuguese section of the Modern Language Association held its first meeting in three years during the convention of the Modern Language Association on Friday, December 29, 1944. About forty members, nearly all of them college and university professors, attended. The session was divided into two parts, the first given over to a discussion of some matters relating to the language and literature of Galicia, Portugal and Brazil and the second to the problems of teaching and research in Portuguese.

The first of the scheduled papers dealt with the Renaissance literature of Portugal, a field which has not been studied to the point where it can be compared with the rich developments in France, Italy, Spain and England during the Renaissance. Dr. Robert J. Clements of Harvard University reported on the results of his study of the internal evidence of Francisco de Hollanda's Dialogos em Roma and his conclusion that the work, as far as we can judge today, is probably genuine and not spurious as some scholars have insisted. The second address to the group was Professor Gerald Moser's "The Immortal Fradique Mendes," one of Eça de Queiroz's best creations. Professor Moser traced the growth of Fradique Mendes in the author's treatment of his source and showed his individuality as a literary personality by comparing him with Eça de Queiroz's other characters.

In the field of Brazilian literature, Professor Leo Kirschenbaum of Connecticut College read a highly original paper on the subject "Has The Brazilian Theater a History?" Treating this little-studied phase of Brazilian literature, Professor Kirschenbaum revealed that in a recent trip to Brazil he had examined all possible sources of dramatic material and had been successful in finding some 350 plays of this and the preceding century, all of them produced at one time or another on the stages of Rio and the provinces. After giving a brief account of some of them, Professor Kirschenbaum revealed that he was busily engaged in writing a history of the Brazilian theatre which, he promised, would not be long in forthcoming.

In the business session which followed, the matter of bringing together knowledge of Brazilian and Portuguese materials in the United States was considered. So also was the matter of enlarging the various collections in American libraries so that students could pursue their studies in this country with more ample materials. Several members pointed out that within the year their institutions had voted to place Portuguese on a par with French, Spanish and other foreign languages.. All agreed that an energetic program must be undertaken to maintain permanently the present position of Portuguese in the educational system of the United States.

Later that evening, another meeting was held, this one under the auspices of the American Association of Teachers of Spanish. The presiding officer was Professor Delos L. Canfield of the University of Rochester and the place of meeting the Casa Hispánica of Columbia University. The announced subjects and speakers were:

"The Handbook on the Teaching of Spanish and Portuguese"
Henry Grattan Doyle, George Washington University
José Padín, Modern Language Editor, D.C. Heath and Company.
"El problema del estudio del portugués en los Estados Unidos"
Federico de Onís, Columbia University.
"Correntes da literatura portuguesa moderna"
Ernesto da Cal, New York University.
"Proposed Solutions of Difficulties in the Teaching of Portuguese"
Max A. Luria, Brooklyn College.

TRADE OPPORTUNITIES

The Brazilian Government Trade Bureau has received the following requests from businessmen in Brazil, who desire to export, import or represent American companies for the sale of the products listed below. We suggest that the parties interested write directly to these firms, via airmail, as well as to this office, at 551 Fifth Avenue, New York 17, N.Y.

The Following Firms Wish to Import from the United States:

NOVELTY JEWELRY, LADIES' APPAREL, FASHION MAGAZINES AND PATTERNS - Regina Tavares, Rua Francisco Otaviano 59, Rio de Janeiro, Brazil.

CYLINDERS FOR CARBON DIOXIDE - Would like to receive catalogs and quotations - União Importadora de Bebidas e Fumos Ltda., Rua das Florentinas 176, Recife, Pernambuco, Brazil.

CHEMICAL PRODUCTS FOR INDUSTRIAL PURPOSES, ANILINE SALT, CAUSTIC SODA, SULFANILAMIDE, ETC. - Bureautec, Avenida Nilo Peçanha 26, Rio de Janeiro, Brazil.

The Following Firms Wish to Export to the United States:

PLYWOOD - Steno Ltda., Caixa Postal 16, Rio de Janeiro, Brazil.

ROSEWOOD OIL - in drums of 180 to 200 Kgs. - Alceu Wanderley, Rua Senador Dantas 41, Rio de Janeiro, Brazil.

GRAPHITE - Cia. Nacional de Grafite Ltda., Rua José Bonifacio 278, São Paulo, Brazil.

HANDMADE EMBROIDERED HANDKERCHIEFS, HANDMADE EMBROIDERED AND LACE-TRIMMED BLOUSES, LACE COLLARS, KNIVES - F.F. Carvalho, Caixa Postal 445, Fortaleza, Ceará, Brazil.

The Following Firms Wish to Represent American Concerns:

Brazilian firm is interested in representing U.S. exporters of INSULATING MATERIALS, ELECTRIC MATERIAL IN GENERAL - Provedora Comercial Ltda., Praça Patriarca 96, São Paulo, Brazil.

ANILINES, ETC. - V. Oliveira Netto & Cia. Ltda., Rua Libero Badaró 92, São Paulo, Brazil.

BUILDING MATERIAL, MATERIAL FOR INDUSTRIAL INSTALLATIONS, ELECTRICAL EQUIPMENT AND MATERIAL - Mr. Emilio de Souza Pereira, Rua Paul Redfern 40, Ipanema, Rio de Janeiro, Brazil.

AUTOMOBILES AND TRUCKS, PARTS AND ACCESSORIES, ELECTRICAL MATERIAL, TEXTILE MILL EQUIPMENT, AGRICULTURAL MACHINERY, WOODEN PACKAGING MATERIAL FOR PERFUMES, MEDICINES, ETC. - Somil S.A., Rua São Bento 5, Rio de Janeiro, Brazil.

WASHING MACHINES, ELECTRIC STOVES, AIR CONDITIONING EQUIPMENT, COMMERCIAL AND DOMESTIC WAXING MACHINES, SODA FOUNTAIN EQUIPMENT, RADIOS, REFRIGERATORS - Roberto Kokis, Caixa Postal 3006, Rio de Janeiro, Brazil

CHEMICAL PRODUCTS, PHARMACEUTICALS AND SUPPLIES FOR HOSPITALS - Farmedica Ltda., Rua Vitoria 660, São Paulo, Brazil.

Native Brazilian with commercial and industrial photography experience desires a connection with an American company which contemplates operating in Brazil. Write directly to Mario Ferreira, 71-15 37th Avenue, Jackson Heights, L.I., N.Y., or in care of the Brazilian Government Trade Bureau, 551 Fifth Avenue, New York 17, N.Y.